



Sidharth Kumar

Creative Director + Designer

📍 London, UK

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Languages

English (Fluent)

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About

An innovative and goal-oriented head designer with over 13+ years of international experience in contributing both to fashion and sustainable lifestyle. I am looking forward to joining a fast-paced and vibrant environment where nature and its resources are respected. Driven by creativity and aestheticist, as a Product Developer, I hope to effectively influence and lead a team of designers to manage diverse projects for your ambitious brand.

BRANDS WORKED WITH

Gaurav Gupta

N&S GAIA

Ogaan India;

Experience



● Creative Director

N&S GAIA | Apr 2014 - Now

- Founded contemporary womenswear brand incorporating modern sensibility and taste generating an annual revenue of £36,000+ during the first two years
- Enthused each aspect from garment research to fashion forecasting, trend analysis to product development, and quality insurance to timely delivery by joining forces with 30+ team members and 50+ suppliers
- Spearheading global marketing, creative ideas, communications, brand management, social media engagement, inventory, and sales through high-end stores and international Trade shows
- Taking inspiration from nature. delivered unique aesthetic products using natural, up-cycling, and recycled material ensuring natural resources (such as water and energy) efficiency and reduced chemicals usage
- Directed 16 stockists across India and Europe including Al Fatina Group, Philosophy, and wholesale buying with Joor
- Promoted slow fashion to encourage reuse of garments over different seasons
- Created and implemented sales and marketing strategy for the growth and positioning of the brand in India and abroad achieving an average annual turnover of £0.7Mn
- Showcased at:
 - o Global Talent platform Digital Collection Mercedes Benz Russia Fashion Week in Jun 2020 and Nov 2020 (FW/20 and S/S 21 Collection)
 - o Super Milano - Pitti Women's Fashion Fair in Sep 2019
 - o Helsinki Fashion Week in Jul 2018 (S/S 19 collection for Sustainable fashion)
 - o Berlin (Green Showroom) in Jul 2018 (S/S 19 collection for Sustainable fashion)
 - o India Fashion Week in Mar 2018
 - o Paris trade shows (Who's Next) in Sep 2017, Jan 2017, Jan 2016, Sep 2015
 - o London Fashion Week (Fashion Scout London Fashion Week) in Sep 2017, Feb 2017, Sep 2016
 - o New Couture Paris Sep 2016
 - o Lakme Fashion Week in Mar 2014, Aug 2014
- Negotiated with 50+ vendors for material procurement while coordinating with 30+ non-profit organizations, artisan, and manufacturing factories ensuring fair play and a safe work environment for everyone
- United with global change-makers such as Econyl, DressX, Zara, Lucy Choi London, and Minna Parikka Design

● Head Designer

Ogaan India; | May 2010 - Mar 2014

- Executed Spring Sumer 2011, Autumn Winter 2011 -12, Spring Summer 2012, and Autumn Winter 2012-2013
- Promoted for efficiently leading a team of 6 assistant designers and 80+ members of the supply chain team
- Motivated a team of 8 designers to plan and deliver sustainable seasonal collections for stores, pop-up, and international trade shows including supply chain, stock rotation, and merchandise quarterly planning to reduce manpower and other wastage

- Partnered with the production team for design production and show preparation, visual merchandising, and range plan for 80+ events and stores, including 18 Trade shows in India and abroad
- Shaped 24 stockists of small and high-end boutique stores across India and Europe and wholesale buying with the Anthropologie United States
- Liaised closely with sales, buying, and production teams to ensure that products meet the customer needs, market demand, and price points



● **Asst Designer**

Gaurav Gupta | Mar 2009 - Apr 2010

- Presented at Wills Lifestyle Fashion Week Spring Summer 2009, Autumn Winter 2010-11, and Van Heusen Men's Fashion Week 2009 (menswear line)
- Assisted in garment production, product development, and planning for an exclusive exposition of the draping collection at a high-end luxury store in Dubai
- As a part of the design team, supported design, developed prints, created new styles, controlled production, prepared for trade shows reflecting the brand image, and produced concepts and mood boards for clients
- Mobilized 12 stockists of small and high-end boutique stores across India and Europe

Education & Training

2005 - 2009

● **National institute of fashion technology**

Bachelor degree, Fashion design